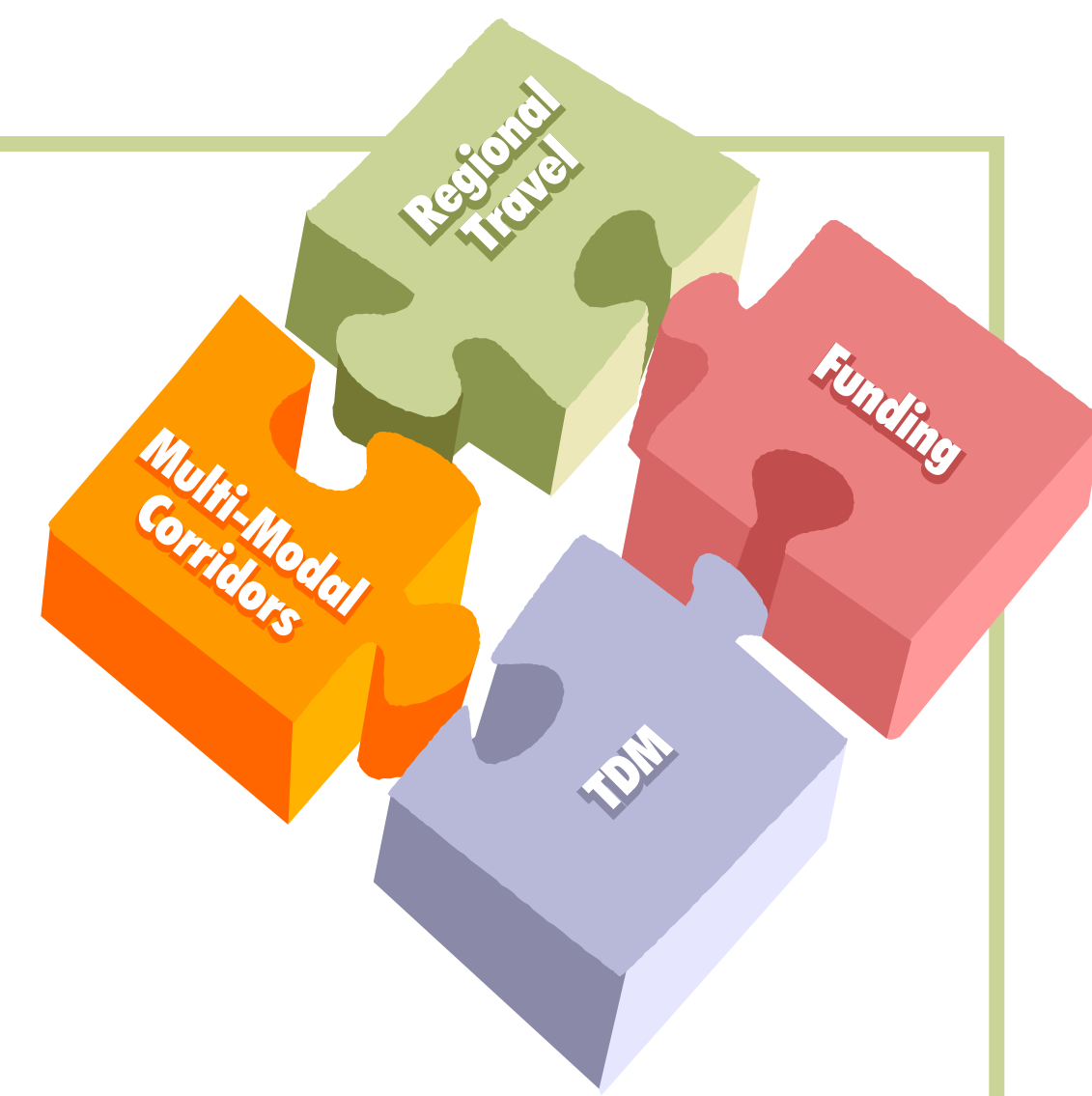


Why four focus areas?



Funding

Providing transportation facilities and programs requires public funding, yet the current Transportation Master Plan is only about two-thirds funded. Job and population growth increases the demand for travel and will require additional investment to meet travel increases while maintaining the quality of life of the community.

Multimodal Corridors

The multimodal corridors are the major transportation facilities providing for travel across town and connecting with the regional transportation system. The 1996 TMP identified these corridors and calls for improving all modes of travel along them. As these corridors carry a majority of the trips in the community and link important activity and commercial centers, maximizing their efficient trip carrying ability requires improving the relationship between the multimodal transportation system, land use and design along these corridors.

Regional Travel

Significant growth in the number of employees working in Boulder, but living elsewhere, highlights the need for improved regional connections. Such improvements will only occur where corridor plans, funding and collaboration with other agencies are established.

Transportation Demand Management

When cost, community or environmental impact limit expansion of the transportation system, improving the management and utilization of the existing system becomes a primary strategy. Boulder is largely developed and will not grow outward due to its open space, so managing the existing system will be an increasing contributor to meeting the city's transportation goals.